Executive Proclamation
State of South Dakota
Office of the Governor

Whereas, In today's highly interconnected world, telephones provide a lifeline to emergency help and a vital link to government services, community resources, friends, and family; and,

Whereas, The Federal Communications Commission (FCC) and the South Dakota Public Utilities Commission have joined in a collaborative effort to make low-income consumers aware of programs that make telephone service more affordable; and,

Whereas, Link-Up America (Link-Up) and Lifeline Assistance (Lifeline) programs offer tremendous benefits for eligible consumers in South Dakota and make basic telephone service more affordable; and,

Whereas, The Link-Up program provides a generous discount to consumers on the installation of telephone service in their homes and Lifeline provides a discount to eligible low-income customers on their monthly phone bill; and,

Whereas, The FCC has established Enhanced Link-Up and Lifeline programs for tribal lands; and,

Whereas, The promotion of Link-Up and Lifeline is imperative to be sure all South Dakotans have access to affordable basic local telephone service; and,

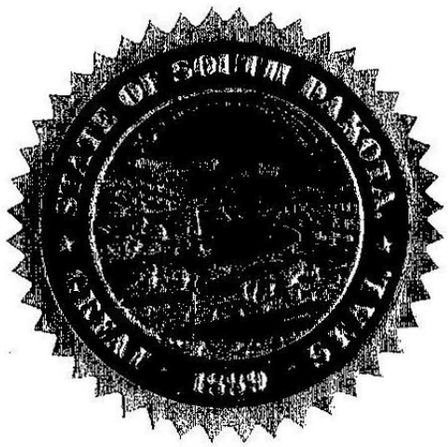
Whereas, The FCC, the National Association of Regulatory Utility Commissioners (NARUC), the National Association of State Utility Consumer Advocates (NASUCA), other state and federal agencies, cities, counties, organizations, and telecommunications companies are committed to increasing awareness about the availability of the Link-Up and Lifeline programs and are encouraging eligible citizens to sign up for the programs; and,

Whereas, The FCC, NARUC, and NASUCA have joined together to design and implement a comprehensive outreach plan to promote Link-Up and Lifeline subscribership:

Now, Therefore, I, M. Michael Rounds, Governor of the state of South Dakota, do hereby proclaim September 12-18, 2010, as

LIFELINE AWARENESS WEEK

in South Dakota.



In Witness Whereof, I have hereunto set my hand and caused to be affixed the Great Seal of the state of South Dakota, in Pierre, the Capital City, this Eighth Day of September in the Year of Our Lord, Two Thousand and Ten.

M. Michael Rounds, Governor

Attest:

Chris Nelson, Secretary of State